

Report On
A Comparative Analysis of Bangla vs. English Push Notifications on
User Engagement: A Case Study of Daraz Bangladesh

By
Imam Hasan Rana
21104031

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
BBA

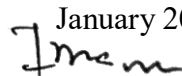
© [YEAR of Submission]. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

BBS
Brac University
January 2026


Imam Hasan Rana
Student ID 21104031

Supervisor's Full Name & Signature:

Riasat Muhammad Amir

Assistant Professor, BBS
BRAC University

Letter of Transmittal

Riasat Muhammad Amir
Senior Lecturer,
BRAC Business School
BRAC University
Kha 224 Pragati Sarani, Merul Badda, Dhaka 1212

Subject: Submission of Internship Report

Dear Sir ,

With utmost respect I would like to inform you that I have been doing my 3 month long mandatory internship at Daraz Bangladesh Limited. I have finished my internship report titled “A Comparative Analysis of Bangla vs. English Push Notifications on User Engagement: A Case Study of Daraz Bangladesh”.

I have attempted my best to finish the report with the essential data and recommended proposition in as significant , compact and comprehensive manner as possible.

I trust that the report will meet the desired criterias.

Sincerely yours,

Imam Hasan Rana

21104031

BRAC Business School

BRAC University Date: 01/04/2026

Non-Disclosure Agreement

This agreement is made and entered into by and between Daraz Bangladesh and the undersigned student at Brac University.....

Executive Summary

This internship report aims to outline a tenure of 3 month long internship at Daraz Bangladesh in the Customer Retention Management (CRM) Department. The project aims to understand the efficacy of localised language vs English in push notifications copies in Bangladesh. Click Through Rates of 100 stratified data were analysed using T Test Analysis. The findings indicate a statistically significant preference for Bangla Content.

Keywords: Daraz Bangladesh; Push Notifications; User Engagement; Click-Through Rate; CRM; E-commerce.

Table of Contents

Declaration.....	2
Letter of Transmittal.....	3
Non-Disclosure Agreement.....	4
Executive Summary.....	5
List of Tables.....	7
List of Figures.....	8
List of Acronyms.....	9
 Chapter 1: Overview of Internship.....	 10
1.1 Student Information: Name, ID, Program and Major/Specialization.....	 10
1.2 Internship Information.....	 10
1.3 Internship Outcomes.....	 13
 Chapter 2: Organization Part.....	 17

2.1.1	
Introduction.....	17
2.1.2	
Objective(s).....	17
2.1.3 Scope of	
Study.....	18
2.1.4	
Methodology.....	18
2.1.5 Significance of the	
study.....	19
2.1.6	
Limitations.....	19
2.2 Daraz	
Overview.....	19
2.3 Management	
Practices.....	21
2.4 Marketing	
Practices.....	24
2.5.1 Accounting	
Practices.....	28
2.6 Industry and Competitive	
Analysis.....	30
2.8	
Summary.....	
32	
2.9	
Recommendations.....	
32	
Chapter 3: PROJECT.....	34

3.1	
Introduction.....	34
3.2 Literature	
Review.....	36
3.3	
Methodology.....	36
3.4 Findings and	
Analysis.....	37
3.5 Summary and	
Conclusions.....	40
3.6 Recommendations and	
Implications.....	40
References.....	41
Appendix A.....	43

List of Tables

Table 1: Data Analysis Table

Table 2: T test Table

30

List of Acronyms

CRM	Customer Retention Management
PN	Push Notifications
LK	Sri Lanka
PK	Pakistan

Chapter 1: Overview of Internship

1.1 Student Information: Name, ID, Program and Major/Specialization

Name	Imam Hasan Rana
ID	21104031
Program	Bachelor of Business Administration
Major	Marketing

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

Period	October 16, 2025- January 12,2026
Company Name	Daraz Bangladesh Limited
Department	Growth Management
Division	CRM
Address	Asfia Tower , House # 76 ,Road #11 ,Block-E Banani, Dhaka – 1213

1.2.2 Internship Company Supervisor’s Information: Name and Position

Name	Tauhid Ahmed
Position	CRM Manager

1.2.3 Job Scope – Job Description/Duties/Responsibilities

The primary role of my department was to create push notifications. These notifications are received on the phones of people who have the Daraz app installed. The primary goal was to

get clicks and to get the customer on the app. This results in higher daily activities users and consequently conversions.

Post notification content - As a CRM intern, one of my primary responsibilities was to create content/ copy for the question notifications. This involved following the campaign mechanics for the plans than researching the landing page for USP. Following that I brainstormed title and message ideas then decided on one and got feedback from my supervisor. Whether he approved it suggested changes. In a single day a number of push notifications were sent to different segments.

Scheduling- After the contents were approved the push notifications had to be scheduled via daraz property software. I had the responsibility of scheduling push notifications for both Daraz Bangladesh and Daraz Sri Lanka. The scheduling involved entering the copies written on excel into the Daraz scheduling software.

Planning - My responsibilities sometimes also encompass helping the CRM manager with ideas on which products or categories to push for a particular campaign or season.

Reports and Research- My responsibilities also included writing different reports on various topics. For instance, one report was about CRM Overview, used to train new joiners. I also helped in research and development on the new GIF functionality by creating gif animations.

1.3 Internship Outcomes

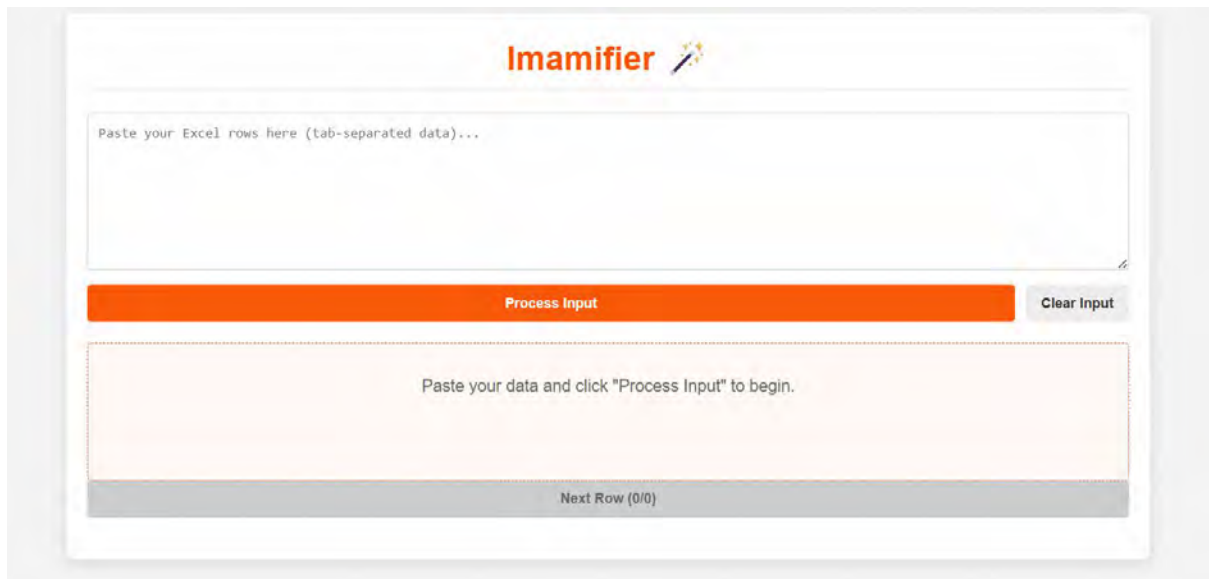
1.3.1 Student's Contribution to the Company

11.11 copy

I made a significant contribution to the CRM department at Daraz. This involved writing the 11/11 campaign copies, diversifying the language of the notifications, developing the Imamifier App, developing GIFs.

11.11 Copies- 11.11 is the biggest yearly campaign of the Daraz. I was quick to tell me trends on how to write good copies and subsequently was given the responsibility of writing Push notification copies. I was a significant contributor to the 11.11 teasing phase and campaign phase push notifications. While the average CTR was on a normal day in the range of 0.2-0.4%, during the campaign the CTR reached a record CTR of 4.5%.

Imamifier app - The scheduling of PNs which was necessarily a data entry task had been tedious for me and other CRM Associates. The task involved constantly changing the screen and copy pasting a number of data by zigzagging through a long excel row. Being a self taught programmer I built an app to get the excel data in the exact sequence and format I needed to enter into the scheduling software. This resulted in an exponential increase in efficiency where it used to take 2-4 minutes to schedule a single PN via the Imamifier App; it has gone down to 30-40 seconds.



GIF Development - There was introduction of the new functionality of having a GIF animation on the Daraz Push Notifications. Having a background in design I was tasked with creating the GIFs for testing a pilot with the GIFs. I used Illustrator, Canva and other tools to create GIF animations.





1.3.2 Benefits to the Students

It was a valuable learning experience where I learned valuable skills that directly helps my career goal of becoming a marketer at an MNC. The skills were namely High CTR microcopy Writing, Interpersonal skills, Stakeholder Management.

Copywriting- Copywriting appears to be a skill that can be learned with practice and theory can take you only so far. Writing thousands of copies I developed my copywriting mind. My supervisor , the CRM Manager and other CRM Associates helped me greatly to hone my skills.

Interpersonal Skills - This internship helped me greatly to step outward my introverted personality and build good work relationships with my boss and team members as well as with people of the departments at Daraz. My supervisor helped me greatly regarding this by offering his kind suggestions.

1.3.3 Problems/Difficulties Faced During the Internship Period

One significant challenge that I faced during my internship was the workload during the 11.11 campaign. The work load was much higher than the BAU(Business as Usual) days. Writing the copies and scheduling often took longer into the night and overtime and working through the weekend was required.

Secondly, as I had the responsibilities of scheduling for both Bangladesh and Srilanka ventures where the scheduling was time sensitive (particular PN needs to be pushed at specified times) it was cumbersome to constantly switch between BD and LK.

1.3.4 Recommendations to the Company on Future Internships

In order to make the internship program more efficient and valuable to both the intern and the company it is recommended to hire more interns at the CRM department particularly during the 11.11 campaign time. It is also my recommendation to hire a separate intern for the Srilanka venture as the workload becomes much higher as well as the possibility of error flagging as a Bangladeshi intern scheduling the PNs cannot flag errors as he does not know the local language. Finally , smart planning and mechanic allocation can be done so that the team does not have to work on weekends.

Chapter 2 Organization Part

2.1.1 Introduction

Daraz Bangladesh, the country's biggest online marketplace has transformed the retail landscape while becoming the driving force of the nation's e-commerce sector. It has become a symbol of economic empowerment and digital transformation since its commence in 2015. Through the landmark acquisition by the Alibaba Group in 2018 Daraz has utilised the access to world class technology and infrastructure to make digital commerce accessible to millions of Bangladeshis. The platform has adopted innovative logistics solutions, created seamless shopping experiences and has been fostering SMEs in Bangladesh and has been steadily growing. (Future Startup, 2021)

Daraz has built a never seen before logistics arm in Bangladesh with Daraz Express reaching all 64 districts in Bangladesh. It has empowered more than 150,000 sellers and has over 15 million products listed. It has been empowering local entrepreneurs to SMEs to major brands earning the recognition of the "Best Ecommerce Brand" in Bangladesh. (The Business Standard, 2023; FICCI, 2023)

2.1.2 Objective(s)

- To provide an overview of the Daraz Bangladesh , it's organisation structure , history , vision , mission.
- To explore marketing strategies focusing on marketing and branding strategies particularly for 11.11.

- To explore Human Resources practices.
- To analyse the financial performances and accounting practices.
- To analyse Daraz industry position.

2.1.3 Scope of Study

This report focuses on organisational activities and practices of Daraz Bangladesh based on observation during the 3 month internship. The scope :

- A general overview of Daraz as a Company
- Observations on key activities and departments
- Key insights of the current challenges faced

2.1.4 Methodology

Both primary and secondary data was used.

Primary Data:

- Observations during the internship.
- Interactions with teams of various departments.
- Interactions with the company supervisor.

Secondary Data

- Company Website and Annual reports

- News articles , journals and publications.
- Academic research papers.

2.1.5 Significance of the study

This serves as a useful resource to students, researchers and entrepreneurs to get a first hand report on the leading Ecommerce platform in Bangladesh while also getting valuable insights from the secondary research.

2.1.6 Limitations

- Access to senior level management was not apt which constrained the understanding of key strategic decisions.
- The limitation of time impacted getting insights into all departments infeasible.
- Certain strategic details were not accessible to interns.

2.2 Daraz Overview

2.2.1 Historical Evolution and Technological Integration

The Daraz history can be categorised into two phases. The pre acquisition startup phase and the expansion phase post acquisition. After the acquisition by Alibaba group back in 2018

Daraz moved its tech infrastructure to the Alibaba operating system. This has enabled Daraz to cater to huge traffic during campaign time , personalisations and AI driven recommendation. (Future Startup, 2021). This has enabled massive transformation where it currently has 15 million products and has become the income source for more than 50000 active sellers. (Hussain, 2023)

2.2.2 Logistics Infrastructure: Daraz Express (DEX)

Daraz recognised that third party logistics were unreliable and could not cater to the scale Daraz operated with. They launched Daraz Express , their logistics arm which serves every corner of the country and has become a significant competitive advantage for. DEX now controlled dozens of sorting centres , hundreds of hubs and operates in all 64 districts. (LightCastle Partners, 2022).

2.2.3 Strategic Campaigns and Market Penetration

The shopping phenomenon like the Black Friday or Singles Day was not prevalent in Bangladesh until Daraz introduced the 11.11 campaign called “The biggest sale of the year “ . This has become the largest shopping event in the country, breaking records by breaking sales. Daraz has brought a feature called Shoppertainment which brings games , live streaming , and influencer collaborations in the app. This creates continued customer engagement and loyalty. (The Business Standard .2022)

2.2.4 Mission and Vision

The core mission of Daraz is “uplift communities through the power of commerce “. This goes beyond transactions and seeks to empower the small and medium enterprises of Bangladesh. (Daraz Group , 2022)

By 2030 Daraz Group seeks to serve 100 million customers and 3,00,000 across South Asia where Bangladesh is the critical growth engine. (Future Startup, 2021)

2.2.5 Regional Presence

Daraz is a domestic market leader but it operates as a crucial part of the wider Daraz Group which has active operations in Pakistan , Sri Lanka and Nepal. It is headquartered in Singapore.

This regional connectivity provides important strategic advantage to Daraz Bangladesh:

- Cross Border Learning
- Shared Infrastructure and technology
- Shared suppliers and vendors

2.3 Management Practices

2.3.1 Leadership style

Daraz Bangladesh seems more like a startup than a corporation. The organisation is flat and the leadership is transformational. It appears to be deeply influenced by the “Alibaba Culture

“It has an environment of open communication. Even a junior executive can directly pitch ideas to top management. This approach enables innovation and adaptation in a rapidly changing industry. Juniors, colleagues, and bosses address each other informally by “Bhaiya” which is not that prevalent in the corporate offices of the multinational corporations. This fosters a family-like acquaintance among the employees and makes them value teamwork.

2.3.2 Recruitment & Selection

Daraz has a rigorous and strategic recruitment process designed to select and hire individuals who are not only skilled but also culturally fit for the company's startup-like culture. Daraz puts heavy emphasis on young talents evident by their flagship MTO program “Daraz Future Leadership Program”. This is a 18 month long rigorous training program where the trainees are rotated through various departments to build a holistic skill set and business acumen. Moreover, “Daraz Championship” is another program, a campus ambassador program where potential talents are scouted from universities. For general recruitment, daraz hr department carries out workforce planning and posts vacancies via LinkedIn and Daraz Career Portal. The selection process is multi staged. Aptitude test, competency based interviews, case studies and gamified assessment are done to select appropriate candidates. This rigorous selection process ensures the best talents are recruited to facilitate the mission of Daraz. (The Daily Star, 2022)

2.3.3 Compensation System

To ensure high employee satisfaction and retention Daraz Bangladesh goes beyond basic salary and offers a comprehensive reward package which include performance incentive , lifestyle benefits and profit share. Even the allotted leaves which were not used are additionally compensated. To remain competitive and retain top talents the compensation structure is benchmarked against leading multinational and tech companies.

The following additional benefits are also provided :

- **Leave Benefits** : casual, sick , earned leave alongside maternity and paternity leaves are provided to support employee personal lives.
- **Provident Fund** : contributory savings scheme where both employee and Daraz contribute for long term financial security.
- **Gratuity** : provided to employees if they separate from the company
- **Insurance coverage** : Health and life insurance benefits for the employees wellbeing
- **Performance Bonuses** : these financial incentives are tied to Key Performance Indicators (KPIs) and are variable depending on key successes and campaigns.

2.3.4 Training and Development

Daraz University (internal modules) and access to Alibaba Global Digital Talent network , through this Daraz invests heavily in human capital development. Employees are provided training that covers technical skills as well as soft skills like leadership and communication. Knowledge sharing sessions are organised where experts provide insights into global Ecommerce trends and department specific knowledge. This ensures employee personal development and that employees remain up to date with cutting edge technologies and industry practices. (The Financial Express, 2023).

2.4 Marketing Practices

2.4.1 Marketing Strategy

The marketing strategy of Daraz is centred around creating an Ecommerce ecosystem focused on variety , accessibility and logistical reliability. The company has the goal of adapting traditional offline retail experience to digital retail by leveraging Alibaba's advanced technology. They have the strategy of aggressive customer acquisition through deep subsidy/ discounts through mega campaigns. The retention strategy is based on a robust CRM strategy and logistical reliability. Daraz optimizes its marketing mix to position itself as the primary online retail destination for millions of Bangladeshis.

- **Product:** A vast online marketplace that offers 15 million SKUs. This ranges from electronics to fashion to groceries to lifestyle products as well as cross border items.
- **Price :** the pricing is very competitive. Often offering flash sales and monthly mega campaigns to offer deep discounts to appeal to discount shoppers. With strategic partnership with bank partners and payment gateways offers additional discounts and cash backs for prepayments. This makes online shopping cheaper than the brick and mortar alternative.
- **Place:** Presence via a mobile app and website. This is supported by a vast logistics backbone of over 2500 collection points/hubs opening across 64 districts.
- **Promotion :** Seasonal campaigns like 11.11 , Eid , Pohela Boishak are promoted with integrated digital advertising, influencer marketing , television ads , games and prizes to drive mass awareness. (Future Startup , 2021)

2.4.2 Target Customers, Targeting & Positioning Strategy

Advanced data analytics is used to target customers based on interests , shopping behavior , purchasing habits and location. Daraz positions itself as a “One Stop Shop” which offers reliability and convenience.

- **Tech Savvy Youth (Gen Z & Millennials)** : this group is primarily fashion , beauty and gadgets buyers. They are targeted through social media trends , influencer marketing and exclusive launches of mobile phones and accessories.
- **Brand Conscious Consumers** : “Daraz Mall” constitutes the largest authentic brands , a premium channel with a 14 day return policy, positions Daraz as retailer of high value products like appliances , electronics , fashion .
- **Value Seeking Households** : CRM push notifications focusing on deep discounts, mega campaigns, free shipping , prepayment cash backs and vouchers.
- **Rural and Semi Urban Users** : through the Daraz Village initiative local agents help non tech savvy users place orders. This positions the brand as an accessible and inclusive platform for the entire country.

2.4.3 Marketing Channels

To ensure constant visibility and user acquisition Daraz uses a multi channel approach

- **Digital & Performance Marketing**

Heavily utilises SEO to list product and category pages at the top of Google search pages. Additionally uses Google ads , Facebook and Instagram to retarget cart abandoners. Push notification is important to alert users on daily deals. This serves as a direct channel.

- **Affiliate Marketing** : Daraz has a “ Daraz Affiliate Program” where thousands of content creators and websites drive traffic to the app and earn commission as a result. This basically decentralises their marketing efforts.

- **Strategic Partnerships:** Daraz collaborates with financial institutes (BKash , VISA) and with major telecoms to offer cash backs and data bundles. They do cross promotions to the partners large customer base.

2.4.4 Brand Identity and Positioning

There has been significant evolution in the branding. The 2022 rebranding featured a new logo , a package that transforms into an arrow. This symbolised progress and delivery. It was accompanied by the new slogan “Discover Your Side”. It appears they are trying to be more than a transactional utility and build an emotional connection. The rebranding also aimed to have a single visual identity across all 4 ventures (BD, PK, LK, NP) (The Business Standard , 2022)

Bangladesh is a market where you can create trust and reliability through familiar faces. Daraz has always collaborated with national icons for instance in 2023 they signed Afran Nishu and Mehazabien Chowdhury as brand ambassadors. An entertainment loving Bangladeshi audience was reached by leveraging their association. Previously Daraz had also signed Shakib Al Hasan for the 11.11campaign. Moreover , from 2021- 2023 Daraz was the national cricket team sponsor appearing on the national jersey.

2.4.5 Advertising and Promotional Strategies

Daraz’s promotional calendar is placed by “Double Digit “ (7.7, 9.9) mega campaigns. This is a concept borrowed from Alibaba’s global strategy.

- **The Biggest Sale of The Year:** This is held in November annually and is a significant event in Bangladesh’s e-commerce sector. Massive discounts , flash sale , games &

prices drive customers to shop. In 2024 the sale offered over tk 50 crore in vouchers. The campaign creates a festival like shopping spree.

- Seasonal Campaign : Beyond 11.11 Daraz runs many other campaigns. “Year End Sale” , “Fatafati Friday” , Eid Campaigns, Pohela Boishak Campaigns.

2.4.6 New Development & Competitive Practices

To solve local market friction Daraz keeps on innovating. One such example is Daraz Mall. It was a direct response to customers' concerns over counterfeit products , the solution being Daraz Mall is a trusted zone on the platform where you are able to find authentic products. Global collection functionality allows customers to directly purchase products from international vendors.

In terms of competition , Daraz has its own logistics arm Daraz Express. It allows Daraz to control logistical inefficiencies , handle returns. This is a significant competitive advantage as other ecommerce platforms use third party logistics.

2.4.7 Critical Marketing Issues

Because of the open marketplace model Daraz faces significant quality control challenges as anyone can sell on Daraz and products could be defective or low quality. This erodes trust in the platform.

Moreover , for high value products , customers still want the touch and feel and prefer purchasing offline.

In Bangladesh's growing F-commerce market , shopping is more personalised and chat centric where people prefer talking to the vendor than an impersonal app.

Daraz must introduce a stricter seller penalty system , improve return speed and enhance the human element of its customer service.

2.5.1 Accounting Practices

2.5.1.1 Accounting Framework and Basis of Preparation

The financial statement of Daraz Bangladesh is prepared in accordance with the International Financial Reporting Standards alongside the requirements of the Companies Act 1994. The company used “historical cost convention “. This means they records assets at the price they originally bought it for. These reports are created assuming the company is a “going concern “ and it will continue to exist in the future. Daraz aligns its reporting with its parent company Alibaba Group to maintain consistency. (Alibaba Group, 2024)

2.5.1.2 Revenue and Expense Recognition: Accrual Accounting

Daraz utilises the accrual basis of accounting meaning they record the revenue when a product is sold not just when the money is received. Similarly expenses are reported when they happen, not when the payment is later made.

2.5.1.3 Accounting Cycle and Financial Statement Preparation

The steps are not shown on the final reports but Daraz follows a standard accounting cycle. This involves recording sales commission and delivery fees and posting to ledger and making additional adjustments. With these they create the balance sheet , Statement of profit and loss etc.

2.5.1.4 Depreciation and Amortization Policies

To calculate depreciation Daraz uses the “straight line method”. This means they spread the cost evenly over the asset's useful life. Warehouse equipment, sorting machines and delivery vehicles are examples of such physical assets. They use the same method called amortisation for intangible assets like technology and computer software. (Alibaba Group,2023)

2.5.1.5 Notes to Financial Statements and Disclosure Practices

The “full disclosure principle “ is used in its financial statements by providing detailed notes. These notes are used to explain the accounting rules followed and to give a breakdown of rather large numbers. These notes also highlight risks like credit risk from payment. Moreover, “related party transactions” are reported to show the transaction with their parent company. Alibaba strongly focused on transparency for its stakeholders.

2.6 Industry and Competitive Analysis

2.6.1 Porter’s Five Force Analysis

Threat of Substitutes

The most dominant substitute is the physical retail experience. This offers access to products immediately, has a touch and feel component and customers are able to haggle. These make it an appealing alternative to the local consumers. Moreover the facebook retail shopping experience is another appealing substitute. It offers a more personalized chat based shopping experience. Therefore the threat of substitutes remains high.

Bargaining Power of Suppliers

Daraz has thousands of sellers from large multinational brands to small SMEs. Big brands like Bata , Unilever may have some leverage but the majority of sellers appear to depend on the traffic and logistics of Daraz to reach customers. Therefore bargaining power of suppliers is moderate.

Bargaining Power of Buyers

Bangladeshi buyers have high bargaining powers. This is because the consumers are highly price sensitive and therefore have a low switching cost. They often compare prices on Google and facebook before making purchase decisions. The Bangladeshi consumers demand heavy discounts and free shipping and flexible reporting policies. If Daraz fails to provide this, customers can switch to alternatives.

Threat of New Entrants

For a full scale marketplace like Daraz because of the capital , infrastructure and technological requirements the barrier to entry is rather high. Daraz already has all this via Alibaba Group. Though niche competitors can enter the market early e.g. Chaldal.

Rivalry

The e-commerce landscape right now has intense competition. Daraz not only faces competition from other websites but also from the massive unregulated commerce sector where the sellers can operate with lower overhead. Moreover, quick commerce like Food Panda is competing for the daily essentials market.

2.6.2 SWOT Analysis

STRENGTH

The backing of Alibaba Group provides daraz with benefits through financial and technological backing. Daraz Express, the proprietary logistics arm, provides its ability to reach every corner of Bangladesh which no competitor right now can match. Moreover, the platform has the country's highest number of products listed making it a one stop shop.

WEAKNESSES

The platform relies on third party sellers and they often ship low or counterfeit products. This creates the trust deficit regarding product quality. Daraz's primary weakness. Moreover, the return process is a hassle for many customers. Furthermore, the app or website interface may be difficult for many users not well versed with the internet.

OPPORTUNITIES

There's huge potential in the Bangladesh market particularly with the rural audience. This is a vast untapped market. As internet penetration improves this market offers huge opportunities.

THREATS

Changes in regulation or import restrictions can negatively impact operations as well as costs. Moreover, due to inflation people's disposable income may diminish and affect spending. Furthermore, scams by other Ecommerce platforms can erode consumer trust in brands like Daraz.

2.8 Summary

When the industry was still in its infancy Daraz was able to have the first mover advantage yet establish a structured marketplace. The brand was successful in differentiating itself from smaller competition due to the backing of Alibaba. The investment of developing its own logistics arms have given it a competitive advantage. The platform does not only content consumers to brands but aids thousands of entrepreneurs to find an audience for their products. Today Daraz stands as a benchmark for the e-commerce sector in Bangladesh.

2.9 Recommendations

Enhance Quality Control with AI

use ai to build a system to monitor listings and customer reviews to flag poor or counterfeit products. Hence retaining customer trust.

Rural Inclusivity

To remove the digital divide between urban and rural populations, expand the “Daraz Village” initiative. Expand its agent network to rural MFS agents to expand the power of digital commerce to everyone.

Optimise Returns

Currents return and refund processing is rather slow. To match the convenience of physical retail simply, invest and speed up the return process. This will help people get rid of the hesitation of shopping online.

Chapter 3 PROJECT

3.1 Introduction

3.1.1 Background and Problem Statement

At Daraz The Customer Retention Management (CRM) team is responsible for user retention and growth. The CRM team's primary KPI is increasing Daily Active Users (DAU). They achieve this via automated and promotional push notifications. This is directly sent to their phone if they have the Daraz app installed. Daily Deal alerts are sent and the goal is to get clicks.

However , there is a debate regarding the language of the push notifications sent. Some argue that English copy is better because they appear more professional. Others have the position that Bangla is superior because it connects with the people. The debate remains regarding which language content will resonate better with the audience, localized language or international.

The objective of this study is to analyse whether local language push notification correlates to higher click through rates compared to push notifications in English in the context of Bangladeshi Ecommerce.

3.1.2 Objectives

Primary Objective: to compare the Click-Through Rates (CTR) of Bangla and English push notifications to identify the more effective language.

Secondary Objective: To apply statistical methods (T-Test) to validate the significance of the findings.

3.1.3 Significance

For Daraz-like platforms where the scale is vast, CTR gain of even 0.01% can result in thousands of additional active users. This results in a significant amount of transactions. This makes it paramount to optimize the push notifications to figure out what performs best. The decision whether to write English or Bangla content is decided based on gut feeling. This study aims to provide evidence to move away from gut feeling and move towards a more data driven copywriting strategy.

3.1.4 Scope of the Study

- **Geographical Scope:** This study is only limited to the Daraz Bangladesh venture.
- **Data Source:** Relevant metrics of the push notifications were collected via proprietary Daraz Software.
- **Time Frame:** Samples were taken from last fiscal year data and major campaign days were excluded to ensure baseline is consistent.
- **Variable Scope:** The independent variable is the language of the copy (Bangla vs. English), and the dependent variable is the Click-Through Rate (CTR).

3.2 Literature Review

Language Localization in E-Commerce

Language can create trust and offer cognitive ease. This is supported by Research in Computer-Mediated Communication (CMC). Information is processed more efficiently if native language is used. (Nelson, 1987). This is also supported by CSA Research (2020) ,where they found 75% of consumers prefer to buy products in their own language and 60% of the people never or rarely buy from English-only websites. In Bangladesh a huge demography can comprehend English but it often lacks the emotional immediacy that's needed for impulse buying.

Push Notifications and Consumer Behavior

According to the Hook model of behavioural psychology push notifications work as external 'triggers'.(Eyal, 2014). Triggers must be clear and require minimal mental efforts to be effective and localized content may bridge the gap between trigger to action.

Past studies in emerging markets show that English 'status' and 'luxury ' perceptions are built whereas local language indicates "accessibility" and "community" (Piller, 2011). This study aims to test whether this preference for accessibility results in actual click through rates on the Daraz platform.

3.3 Methodology

3.3.1 Research Design

This study follows a Causal-Comparative Research Design. It seeks to establish a cause-and-effect relationship between the independent variable (Language) and the dependent variable (CTR).

3.3.2 Sampling Strategy

Population: All push notifications sent by Daraz BD in the previous fiscal year.

Sampling Technique: **Stratified Random Sampling** was used to select notifications across different months to avoid seasonal bias (e.g., excluding 11.11 outliers).

Sample Size:

Total **N=100** Notifications were analysed. These were separated into two equal groups.

Group A 50 Bangla,

Group B 50 English

3.3.3 Hypothesis Formulation

Null Hypothesis (H₀): There is no significant difference in CTR between Bangla and English notifications. ($\mu_{Bangla} = \mu_{English}$)

Alternative Hypothesis (H₁): There is a significant difference in CTR between Bangla and English notifications.

3.4 Findings and Analysis

3.4.1 Descriptive Statistics

The data was analyzed using an Independent Samples T-Test. The descriptive statistics for the two groups are presented below.

Table 1: Group Statistics

Language	N	Mean CTR	Variance	Std. Deviation
Bangla	50	0.35	0.06	0.24
English	50	0.26	0.01	0.10

Analysis:

The mean CTR for Bangla notifications (0.35) is **noticeably higher** than that of English notifications (0.26). The variance in Bangla is higher, suggesting that while some Bangla messages perform exceptionally well, others are average. English performance is more consistent but lower.

3.4.2 Inferential Statistics (T-Test)

To determine if this difference is scientifically real or just random luck, the T-Test results are analyzed.

Table 2: Independent Samples T-Test Results

Comparison	t-value	df	p-value	Decision
Bangla vs. English	2.39	98	0.019*	Reject Null Hypothesis

*Significant at the 0.05 level.

3.4.3 Interpretation of Findings

P-Value Analysis: The calculated **p-value is 0.019**. This is **less than** the standard significance level of 0.05

Decision: We Reject the Null Hypothesis.

Inference:

This means that the observed difference is not random chance. Therefore, there is strong statistical significance that Bangla Copy performs significantly better than English push notifications.

Key Findings:

Compared to English notifications Bangla notifications achieved significant higher average CTR (.35%) VS (.25%)

The difference is statistically significant

$$p=0.019<0.05$$

From a business perspective an increase of approximately 34.6% increased engagement is seen when switched to Bangla.

3.5 Summary and Conclusions

Language can be a powerful driver of engagement in the ecommerce sector. This study suggest that Bangladeshi audiences may process English copies with more cognitive effort , whereas Bangla may create immediate emotional resonance and clarity. The significant evidence ($p=0.019$) confirms that choosing bangla is not just a profitable choice but a profitable business decision.

3.6 Recommendations and Implications

Based on the data, the following recommendations are proposed:

1. **Adopt "Bangla-First" for Mass Campaigns:** For major sales (e.g., 11.11, 12.12) and daily essentials (Daraz Mart), use Bangla as the default language to maximize CTR. 34.6% Uplift in click volume.
2. **Segmented English Strategy:** English should be utilized for "Premium" segments (high-end fashion electronics , fashion). There the target audience may associate English with global quality.
3. **Use "Power Words" in Bangla:** high variance in Bangla data suggests that specific words drive higher clicks. Words like "Dhamaka," "Char," and "Free" should be adequately used in the copy lexicon.

4. **A/B Testing Hybrid Copy:** Future research should test "Banglish" (Bangla written in English script) to test if it engages the youth demographic better.

References

1. Alibaba Group. (2023). *Fiscal Year 2023 Annual Report*. Alibaba Group Holding Limited. <https://www.alibabagroup.com/en-US/ir-financial-reports-annual-reports>
2. Alibaba Group. (2024). *Fiscal Year 2024 Annual Report*. Alibaba Group Holding Limited. <https://www.alibabagroup.com/en-US/ir-financial-reports-annual-reports>
3. Daffodil International University. (2023). *Internship Report on Financial Analysis of E-commerce in Bangladesh (Daraz)*. Daffodil International University DSpace.
4. Daraz. (2023a). *About Daraz Group: South Asia's Leading E-commerce Platform*. Daraz Corporate. <https://www.daraz.com/about/>
5. Daraz. (2023b). *Life at Daraz: Benefits and Growth*. Daraz Careers. <https://careers.daraz.com/>
6. Daraz Group. (2022, March 28). *Daraz unveils new brand look*. Daraz Newsroom. <https://www.daraz.com/news/daraz-unveils-new-brand-look/>
7. Dhaka Tribune. (2021, April 25). *Daraz Cares: Serving humanity in the time of crisis*. Dhaka Tribune. <https://www.dhakatribune.com/business/2021/04/25/daraz-cares-serving-humanity-in-the-time-of-crisis>
8. Dhaka Tribune. (2023, November 13). *Daraz 11.11 sale: A testament to the growing e-commerce industry*. Dhaka Tribune. <https://www.dhakatribune.com/business/330987/daraz-11.11-sale-testament-to-growing-e-commerce>
9. Dhaka Tribune. (2024, December 1). *Daraz 11.11 transforms e-commerce experience in Bangladesh*. Dhaka Tribune. <https://www.dhakatribune.com/business/366814/daraz-11.11-transforms-e-commerce-experience>
10. FICCI. (2023, August 9). *Daraz Bangladesh: Who we are*. Foreign Investors' Chamber of Commerce & Industry. <https://ficci.org.bd/daraz-bangladesh-who-we-are/>
11. Financial Reporting Council. (2020). *Financial Reporting Act, 2015*. Government of the People's Republic of Bangladesh.
12. Future Startup. (2021, February 19). *The Future Startup Dossier: Daraz Bangladesh*. Future Startup. <https://futurestartup.com/139634/the-future-startup-dossier-daraz-bangladesh/>

13. Hussain, S. (2023, April 5). *How Daraz is changing the landscape of e-commerce in Bangladesh*. The Financial Express. <https://thefinancialexpress.com.bd/trade/how-daraz-is-changing-the-landscape-of-e-commerce-in-bangladesh>
14. LightCastle Partners. (2022, November 13). *The E-commerce Industry of Bangladesh: A Critical Review*. LightCastle Analytics. <https://www.lightcastlebd.com/insights/2022/11/the-e-commerce-industry-of-bangladesh/>
15. LightCastle Partners. (2023, March 15). *Bangladesh E-commerce Industry: Trends and Outlook*. LightCastle Analytics. <https://www.lightcastlebd.com/insights/>
16. Prothom Alo. (2021, April 7). *Daraz new sponsor of national cricket team*. Prothom Alo English. <https://en.prothomalo.com/sports/cricket/daraz-new-sponsor-of-national-cricket-team>
17. The Business Standard. (2022, November 12). *Daraz 11.11: A record-breaking start*. The Business Standard. <https://www.tbsnews.net/economy/corporates/daraz-1111-record-breaking-start-530666>
18. The Business Standard. (2022, September 22). *Daraz rebrands to showcase power of e-commerce*. The Business Standard. <https://www.tbsnews.net/economy/corporates/daraz-rebrands-showcase-power-e-commerce-501438>
19. The Business Standard. (2023, December 24). *Daraz becomes No 1 e-commerce brand in Bangladesh for 3rd consecutive year*. The Business Standard. <https://www.tbsnews.net/economy/corporates/daraz-becomes-no-1-e-commerce-brand-bangladesh-3rd-consecutive-year-764082>
20. The Business Standard. (2024, November 10). *E-commerce in Bangladesh: Challenges and the road ahead*. The Business Standard. <https://www.tbsnews.net/economy/e-commerce-bangladesh-challenges>
21. The Daily Star. (2018, May 8). *Alibaba buys Daraz*. The Daily Star. <https://www.thedailystar.net/business/alibaba-buys-daraz-1573351>
22. The Daily Star. (2022, June 23). *Daraz stands beside flood-affected people*. The Daily Star. <https://www.thedailystar.net/business/organisation-news/news/daraz-stands-beside-flood-affected-people-3054881>
23. The Daily Star. (2022, October 20). *Daraz launches Future Leadership Program for fresh graduates*. The Daily Star. <https://www.thedailystar.net/business/organisation-news/news/daraz-launches-future-leadership-program-fresh-graduates-3148206>
24. The Daily Star. (2023, March 2). *Nisho, Mehazabien become Daraz brand ambassadors*. The Daily Star. <https://www.thedailystar.net/business/organisation-news/news/nisho-mehazabien-become-daraz-brand-ambassadors-3261621>
25. The Financial Express. (2024, November 4). *Daraz brings 11.11 campaign for 7th consecutive season*. The Financial Express. <https://thefinancialexpress.com.bd/trade/daraz-brings-1111-campaign-for-7th-consecutive-season>

26. CSA Research. (2020). *Can't Read, Won't Buy: B2C Translation Survey*. Common Sense Advisory.
27. Eyal, N. (2014). *Hooked: How to Build Habit-Forming Products*. Portfolio/Penguin.
28. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
29. Nelson, D. L. (1987). *Recall and recognition processing*. Oxford University Press.
30. Piller, I. (2011). *Intercultural Communication: A Critical Introduction*. Edinburgh University Press

Appendix A.

Data Sheet

https://docs.google.com/spreadsheets/d/1zV5Zpu5ohzMw7fvrroW9UPSTAJ6kEbEmp_sDwRGY8CE/edit?gid=82483138#gid=82483138

	 Payday + Winter Fashion =		ENGLISH	0.23
	Pet Care Essentials		ENGLISH	0.47
	Winter Clearance Sale		ENGLISH	0.22
	 Winter is here 		ENGLISH	0.34
January	রাখেন, দিতে হবে না ডেলিভারি ফি 		BANGLA	0.43
	চোখের পলকেই গায়েব		BANGLA	0.33
	অবিশ্বাস্য সব অফার		BANGLA	0.31
	শীতের দিনে গরম অফার 		BANGLA	0.21
February	অফারটি মিস করছেন না তো? ☐		BANGLA	0.22
	আমরাই শুনেছি আপনার ইচ্ছা 		BANGLA	0.27
	 স্কিন কেয়ার, মেকআপ		BANGLA	0.25
	দারাজ ছাড়া আর কোথায় পাবেন ?		BANGLA	0.23
March	আরামে রোজার বাজার		BANGLA	0.29
	৳১০০ এক্সট্রা সেভিংস		BANGLA	0.44
	ঈদের পাঞ্জাবি খুঁজছেন ?		BANGLA	0.59
	অবিশ্বাস্য অফার! 		BANGLA	0.27
April	স্টাইল এখন সস্তায়!		BANGLA	0.30
	স্টাইলের কমতি কেন ?		BANGLA	0.35
	 Fashionable masks		ENGLISH	0.29
	Mega Tech, Mini Price!		ENGLISH	0.31
	Weight Machines ON DISCOUNT		ENGLISH	0.19
May	The Perfect GIFT		ENGLISH	0.16
	HOT Deals Alert!  		ENGLISH	0.25
	Shocking Tech DEALS 		ENGLISH	0.19
	Sizzling DISCOUNTS		ENGLISH	0.22
April	GET FIT   		ENGLISH	0.33
	Your Daily Care MUST-HAVES		ENGLISH	0.25
	Snag the Best Outfit		ENGLISH	0.29
	New Trend  New YOU 		ENGLISH	0.34
March	 Focallure - Up to 70% OFF!		ENGLISH	0.31
	Eid Ready: Bedsheets Starting at 340tk		ENGLISH	0.30
	Flat 30%-50% OFF		ENGLISH	0.27
	Shopping on a Budget ?		ENGLISH	0.21
February	Just Arrived  New Deals		ENGLISH	0.19

Date	Campaign Name / Text	Column1	Language	CTR
December	SAVE THE DATE??		ENGLISH	0.37
December	FREE PRODUCT ALERT! 📺		ENGLISH	0.34
	??SUNDAY FASHION DEAL		ENGLISH	0.19
	Power Bank PRICE DROP		ENGLISH	0.21
November	⚡ Aarong Earth Sale LIVE		ENGLISH	0.18
	💧 MEGA ELECTRONICS SALE!		ENGLISH	0.26
	100% ORGANIC OLIVE OIL 📺		ENGLISH	0.11
	HEATER PRICE DROP		ENGLISH	0.13
September	Deals from ₹99 Only! 📺 📺		ENGLISH	0.13
	💧 Fashion Mega Sale		ENGLISH	0.37
	Wedding Season Incoming ✨ 📺 📺		ENGLISH	0.44
	Lamps, Wall Art & Décor 📺		ENGLISH	0.30
	Beat the Heat on the Go		ENGLISH	0.22
	4 Star Office Chairs		ENGLISH	0.23
August	Smell FRESH 🌸 🌸 🌸 *		ENGLISH	0.30
	Stay HYDRATED		ENGLISH	0.27



Daraz Bangladesh Ltd.
Asfia Tower, House-76, Block-E, Banani, Dhaka-1216
bd-office@daraz.com.bd

Reference: Daraz/BD/HQ/257659/68610

Daraz Confidential-B3

October 16, 2025

Private & Confidential

Imam Hasan Rana

Address: Muin Boys Hostel, Kacha Bazar Goli, Merul Badda, Dhaka

Letter of Internship.

Dear Mr. Rana,

We are pleased to inform you that you are hereby offered the position as **Intern** in our **CRM** Department. Other terms and conditions are stated below;

57. You will report to **Tauhid Ahmed, CRM Manager**.
58. Your monthly consolidated salary will be **BDT 10,000**.
59. Duration of will be from **October 16, 2025 to January 12, 2026**.
60. Working days & hours will be as per rules of the Company.
61. You may have to work besides your normal working hours or on holiday(s) should there is any reasonable necessity and for such extra time you will not be entitled to receive any remuneration.
62. You will be entitled to get only **3 days** leave during the stint of your Internship.
63. During Internship the Company its absolute discretion may terminate the Internship without assigning any reason.

If you accept this offer of internship, kindly sign on the duplicate copy of this letter and return the same to us immediately.

Sincerely,

Syed Abdullah Morshed
Chief People Officer
Daraz Bangladesh Ltd.

Acknowledgement:

I have carefully and thoroughly read the aforesaid terms & conditions of this letter of appointment, which I have fully understood and I hereby accept the same.

Candidate Signature & Date:

Imam 16/10/25